MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BRM2034 – RESEARCH METHODOLOGY

(All sections / Groups)

25 OCTOBER 2017
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS:

1. This question paper consists of **TWO (2) SECTIONS** and 8 pages (inclusive of the cover page).

2. **SECTION A** contains 20 multiple-choice questions (worth 20 marks). **Answer ALL questions.** Please shade answers in the **Multiple-choice Answer Sheet** provided.

3. **SECTION B** contains 4 structured questions (worth 80 marks). **Answer ALL questions.** The distribution of the marks for each question is given. Write your answers in the **Answer Booklet** provided.

Section A: Multiple Choice Questions. Answer All (20 Marks)

1. What type of research is being conducted to answer the question: "Would this target market be interested in this type of new product?"
    a. causal research
    b. exploratory research
    c. situation analysis research
    d. descriptive research

2. Which of the following is the FIRST step of the problem definition process?
    a. determine the unit of analysis
    b. identify the problem
    c. identify key symptoms in the situation
    d. determine the relevant variables

3. _____ is the process of describing some property of a phenomenon, usually by assigning numbers, in a reliable and valid way.
    a. Research
    b. Analysis
    c. Validation
    d. Measurement

4. Which type of scale represents the highest form of measurement?
    a. nominal scale
    b. ordinal
    c. ratio
    d. interval

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5. When a respondent is asked either to agree or to disagree with the statement: "The CEO is doing a good job of managing the affairs of the corporation," this type of question produces _____ data.
    a. ordinal
    b. nominal
    c. ratio
    d. interval

6. When a respondent is asked to place each shopping mall in a list of four local shopping malls in the order in which she prefers to shop at each mall, this is an example of a _____ task.
    a. rating
    b. ranking
    c. sorting
    d. semantic differential

7. Another term for fixed-alternative questions is _____ questions.
    a. open-ended response
    b. closed-ended
    c. pivot
    d. concise

8. Compared to open-ended response questions, fixed-alternative questions:
    a. require less interviewer skill
    b. take less time
    c. are easier for the respondent to answer
    d. all of the above

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9. When a researcher wants to study the members of the American Marketing Association and selects a sample from its membership list, the membership list is an example of a:
    a. reverse directory
    b. sampling frame
    c. systematic sampling list
    d. Census

10. When a researcher uses students to participate in a study because he has easy access to them, what type of sampling procedure does this represent?
    a. judgment sample
    b. systematic sample
    c. snowball sample
    d. convenience sample

11. When an interviewer asks the respondent to state which of six salary categories represents his gross income the previous year, this is an example of a(n):
    a. unstructured question
    b. social desirability question
    c. structured question
    d. disguised question

12. Data collected at a single point in time represent a:
    a. longitudinal study
    b. point study
    c. static study
    d. cross-sectional study

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13. Suppose that a mail survey is sent to 220 people and 20 surveys are returned because they were mailed to the wrong address. If completed surveys are received from 60 people, the response rate for this study was:
    a. 27.3 percent
    b. 30 percent
    c. 40 percent
    d. 55.6 percent

14. The cover letter for a mail survey should include:
    a. a description of the incentive for participating in the study
    b. a comment on the postage-paid reply envelope to use to return the survey
    c. a description of how the person was selected for the study
    d. all of the above

15. When a third variable is included in the analysis that is studying the relationship between an independent variable and a dependent variable, and this third variable changes the relationship between the independent variable and the dependent variable in an important way, this third variable is called a(n):
    a. spurious variable
    b. moderator variable
    c. contingency variable
    d. outlier variable

16. All of the following are software packages that can be used for data analysis EXCEPT:
    a. Excel
    b. SPSS
    c. SAS
    d. Word

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17. Research that addresses research objectives through empirical assessments that involve numerical measurement and analysis approaches is called:
    a. quantitative research
    b. qualitative research
    c. extensive research
    d. grounded research

18. Research that is conducted to clarify the nature of a research problem is called _____ research.
    a. exploratory
    b. judgmental
    c. descriptive
    d. convenience

19. Which of the following is an element of a research report?
    a. title page
    b. executive summary
    c. body
    d. all of the above

20. Which aspect of the research methodology section of the research report should include an explanation of whether the research was exploratory, descriptive, or causal?
    a. sample design
    b. research design
    c. analysis
    d. data collection

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Section B: Answer ALL. The distribution of the marks for each question is given. [Total 80 marks]

Question B1 [20 Marks]

A Web portal is a gateway to information and services from multiple sources in a unified way, using a single, unique user interface (Tatnall, 2005). A Web portal usually features specific functions, such as search mechanisms, access to databases, user registration and personalization options. Web portals offer universities and postgraduate education institutions huge opportunities for expansion, introduction of new services, and development of both qualitative and quantitative ways of delivering information and services. Also, the need to satisfy the information requirements of postgraduate students in the University of Ibadan has brought about the large scale investment in the Postgraduate School web portal. There is, therefore, need on the part of the stakeholders to justify the huge investment in this area by measuring the impact of the information system on end-user satisfaction. The end-user satisfaction is regarded as the individual's attitude toward computer uses, or related activities required to perform tasks in an organization (Rainer and Harrison, 1993). The major aim of this study is to investigate how information system IS features such as system quality, information quality, service quality, technological/infrastructural issues, and users' IT self-efficacy influence user satisfaction with the university of Ibadan postgraduate school web portal.

Source: Ajoye, Molola Bosede Miss, "INFORMATION SYSTEMS USER SATISFACTION: A SURVEY OF THE POSTGRADUATE SCHOOL PORTAL, UNIVERSITY OF IBADAN, NIGERIA" (2014). Library Philosophy and Practice (e-journal). Paper 1192.

Required:

a) Identify two research questions for this study. **[4 Marks]**

b) Construct a framework for this study. **[6 Marks]**

c) Develop two possible research hypotheses. **[4 Marks]**

d) Suggest a suitable data collection method for this study. Justify your answer. **[6 Marks]**

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Question B2 [20 marks]

a) There are two different types of research that are often carried out in a scientific manner so that the findings or results generated by them can be relied upon to effectively solve the problem investigated. Explain the differences between the two types of research. **[6 marks]**

b) Discuss the seven steps of the hypothetico-deductive method in conducting a research, using an example of your own. **[14 marks]**

Question B3 [20 marks]

a) The first step of a literature review involves the identification of various published and unpublished materials that are available on the topic of interest, and gaining access to these. Explain five different data sources to approach the literature review. **[10 marks]**

b) Unit of analysis refers to the level of aggregation of the data collected during the subsequent data analysis stage. It is necessary to decide on the unit of analysis as data collection methods, sample size and even the variables included in the framework may sometimes be determined or guided by the level at which data are aggregated for analysis. Provide two research examples with two different units of analysis. **[10 marks]**

Question B4 [20 marks]

a) Develop two questions with interval scaling that would measure "customer orientation" of a salesperson. **[6 marks]**

b) Compare and contrast simple random sampling and convenience sampling method. Provide example to support your answer. **[8 marks]**

c) Discuss the advantages and disadvantages of telephone interview. **[6 marks]**

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